

COMPLAINT NUMBER	20/089
ADVERTISER	MediaWorks
ADVERTISEMENT	Three, website
DATE OF MEETING	16 March 2020
OUTCOME	No Grounds to Proceed

Advertisement: The website banner advertisement for the “Married at First Sight Australia” reality television programme appeared on the Newshub website and showed a photo of one of the brides in the programme wearing a strapless wedding dress. To the left of the photo is the text “Second time lucky?”

The Chair ruled there were no grounds for the complaint to proceed.

Complaint: I am complaining about this ad as the woman in the image looks very thin to the point of looking very unwell and it should cause concern that this is being displayed to the public as beauty. I am concerned young and vulnerable people will seek to attain this look through unhealthy means.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(h);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(h) Health and well-being: Advertisements must not undermine the health and well-being of individuals.

The Chair noted the Complainant’s concerns the advertisement might encourage the young and vulnerable to partake in unhealthy behaviour.

The Chair noted the advertisement was promoting a reality television programme called “Married at First Sight Australia” and depicted one of the participants, called Lizzie Sobinoff who had featured in an earlier season and had returned to the show.

The Chair said merely showing the image of a participant in the advertisement for the programme did not undermine the health and well-being of individuals. The advertisement had been prepared and placed with a due sense of social responsibility.

The Chair ruled the advertisement was not in breach of Principle 1 or Rule 1(h) of the Advertising Standards Code.

The Chair ruled the complaint had No Grounds to Proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.